



January Money Saving Sales

Store Hours: 9:15 to 6

Satisfaction First
KING'S PALACE
810-818 Seventh Street

NOT a Clearance, But---NEW Goods at Less Than Clearance Sale Prices

TOMORROW King's Palace inaugurates a series of economy events unique in department store merchandising—that upset all traditions of midwinter selling. No old stock, no odds and ends, no December left-overs—but thousands of dollars' worth of new, seasonable goods, in complete assortments, fresh out of their cases—and offered at lowest-in-the-city prices.

RIGHT after Christmas our corps of buyers hurried to New York with ready cash and made some of the most advantageous purchases in the history of the store. These mammoth shipments are here—and to them we've added hundreds of lots of staple merchandise, bought months in advance of the January Sales and held in our stockrooms to supply Washington with essential needs at low prices in spite of rising costs.

KING'S PALACE
EKONOMY KOLUMN

650 New Coats Just Arrived!

A super-purchase and sale that marks the birth of a new idea in mid-winter merchandising, and provides the women of Washington with the greatest opportunity in years to buy BRAND-NEW coats at bargain prices. Why seek odds and ends, when prices are lower here for complete assortments of coats fresh from New York?

\$25 and \$30 COATS \$15.90

JUST think of it—\$15.90 for High-grade Coats! Here are 250 of them, stunning new models shown for the first time tomorrow. In plain and plaid silvertone, velour and polo cloth. Immense self collars, kit coney collars and plush collars. Belted, half-belted, gathered-back and loose-back styles, half lined and full lined. Tan, navy, brown, copen, gray and burgundy. Sizes 16 to 44.

\$35 to \$45 COATS \$24.90

200 OF THESE Superb New Coats, in dashing midwinter styles. Of broadcloth, silvertone, velour and polo cloth. The new sweeping self collars, also rich sealine fur collars. Black, navy, brown, taupe, burgundy, copen and other good colors. Loose and belted models in wonderful variety. The very pick of fashion, and every coat of magnificent quality. Sizes 16 to 44.

\$50 to \$65 COATS \$39.90

COATS that are the last word in quality and richness—200 of them, in bolivia, plaid silvertone, plain silvertone, broadcloth, velour and kitten-ear. Plain and fancy silk lined. Black opussum collars, sealine collars, beaver collars and self collars in round and shawl styles. Forty stunning styles. In tan, gold, copen, reindeer, brown, taupe and black. Sizes 16 to 44.

Purchase of 500
\$2.25 Seamless Sheets
81x90 Size for Double Beds.....**\$1.49**

\$1.49 for Large Seamless Bleached Sheets has been a memory for so long that it's like greeting a lost friend to see it again. These are extra heavy, round-thread bleached sheets that will give unusual service. Subject to tiny imperfections that in nowise affect the wear. Limit, 4 to a buyer.

\$1.75 Seamless Sheets \$1.39

Bontex Extra Heavy Unbleached Seamless Sheets, noted for their long wear. Strictly perfect. Size 63x90. Soon bleached white.

Pillow-cases 35c
42x36 and 45x36, Pillowcases, made of strong, firm bleached cotton, with wide hems.

Seamless Pillowcases 59c

Made of a standard brand of seamless bleached pillow case tubing. Size 42x38½. Actual 85c value.

Marseilles Bedspreads \$5.98

Full Size White Marseilles. Spreads, in handsome raised patterns. Scalloped, with cut corners or plain hemmed.

Sale of Blouses

Silk and Voile Blouses, \$1.89

China Silk Blouses worth \$3.98 today. In new semi-tailored, embroidered and lace-trimmed styles. White, flesh and mair. White Voile Blouses in tucked, lace-trimmed and embroidered effects. Newest collars.

Georgette Blouses, \$5.00

Worth \$7.98 if bought today. Beautiful quality Georgette Crepe Blouses, in white and flesh. Chiefly richly embroidered fronts in combination colors. Many women will want several at this low price—come early for best choice.

White Voile Blouses \$1.00

In plain and self stripes and checks. A score of dainty styles. Lace-trimmed, embroidered and semi-plain effects. We cannot duplicate them to sell for less than \$1.75.

Working Waists 65c

Women's well made practical waists of blue chambray, with sailor collars. As neat and trim looking as they are serviceable.

Women's Kid Gloves, \$2.00

Worth \$2.75 and \$3.00

Bargain table of strictly High-grade Gloves, including capes, kids and lambskins, in black, white and tan. Large selection, and all sizes in the lot, but not in each style. Greatest Glove bargain in years. It will pay you to buy a pair for the future, even if you don't need a new pair now.

New Kid Gloves, \$2.75

Fresh shipment just unpacked—and specially priced. Women's excellent quality Kid Gloves, made in France. Black, white, tan and brown.

Knit Gloves, 59c to 75c

Three large lots of Women's and Children's Warm Knitted Gloves, mostly in gray and black; plain and fancy stitch. Snuggly ribbed wrists.

Winter Underwear

In Our Greatest January Sale at Bargain Prices.

Union Suits—Women's Heavy Fleece-lined Union Suits, the comfortable ribbed garments of standard quality. Strictly perfect. Extra sizes, \$1.29; regular sizes, \$1.15

Vests and Pants—Women's heavy ribbed fleece-lined garments of perfect quality, much below present market prices. Several styles. All sizes in one style or another. Extra sizes, \$5c; regular sizes, \$1.35

Women's Forest Mills Medium Weight Cotton Union Suits, with hand top. Strictly perfect. Low neck, no sleeves, knee or ankle length. Extra sizes, \$1.50; regular sizes, \$1.35

Women's Part-wool Gray Vests and Pants, in regular and extra sizes. Perfect winter garments. Special..... \$2.15

Misses' Fleece Vests and Pants, in white, and Boys' Shirts and Drawers, in gray. All sizes 6 to 16. Priced according to size at.....

65c to 90c

Boys' and Girls' Forest Mills Heavy Fleece Union Suits, in white and gray. Sizes up to 12 with waist attachment. Sizes 2 to 16. Priced according to size at.....

90c to \$1.70

Muslin Underwear

And Other Needs of Women and Children

Extra Size Gowns, \$1.59

Women's Well Made Muslin Gowns, exceptionally full, wide and long. Chemise style, with low neck and short sleeves; trimmed with embroidery and ribbon.

Silk Camisoles, 98c

\$1.50 Camisoles, of fanette silk and jacquard silk, in pink and blue. Lace-trimmed tops or fancy shirred tops.

\$3.50 Middy Blouses, \$1.95

All sizes, 14 to 22, in these Fine Jean Middies. Some all-white, others trimmed in blue. Made with belt and two pockets.

Bungalow Aprons—Women's Light and Dark Percale Bungalow Aprons, with open back, belt and pocket. \$1.49

Pajamas—Women's Warm Flannelette Pajamas, in one and two piece styles. In pink and blue stripes and plain white. Special..... \$2.49

Flannelette Gowns—Women's Striped Gowns of heavy flannelette, finished with embroidered scalloped edge on neck and sleeves. \$1.59

Flannelette Rompers—Children's Rompers of serviceable dark striped flannelette. Belted kind, piped in red or blue. Sizes 2 to 6. Special..... 79c

2,200 Warm Comforts and Blankets for Less

1,140 \$6.00 Plaid and Plain Blankets \$3.98

These are Heavy, Warm, Wool-finished Blankets and come in both 66x80 and 70x80 size for double beds. In handsome plaids, also plain white, gray and tan, with colored striped ends. Thrifty folks will buy for the future as well as the present.

\$7.50 Blankets, \$5.98

66x80 Heavy Wool-finished Blankets, in white, gray, tan and a range of handsome plaids. Matchless for warmth and serviceable and closely resemble wool blankets.

\$5 Bed Comforts \$3.98

Full-size Comforts, covered with fancy cambric or silkoline, and durably scroll-stitched. Medium and heavy weights. Filled with fine sheet cotton.

\$6 Bed Comforts, \$4.98

Extra large size and extra heavy weight. Covered with a close weave of flowered cambric. Evenly padded with white sheet cotton.

400 Bed Comforts In Medium and Heavy Weights \$2.98

Worth \$4.00—and good values at that—but because of orders placed months ago you can have them on the same basis that we bought them. Covered with fancy cambric and filled with sanitary cotton. Scroll stitched or tufted.



1,200 Yards 39c White DOMET FLANNEL, 29c

SAVE 10c a yard on this seasonable material—a heavy, thickly fleeced grade of White Domet Flannel, so essential for certain garments of women and children. Perfect quality, every yard fresh and clean.

59c Canton Flannel 39c

34-Inch Heavy Unbleached Canton Flannel, the staple material for making warm winter garments. Has extra thick fleece that lasts as long as the fabric.

65c Bath Robe Flannel 49c

The famous Beacon cloth for bath and house robes. Soft, firm, fluffy quality, in scores of striking designs in color combinations. Make your own robe at little cost.

January Money Saving Sale of

\$2.50 All-Silk Dress Tulle, \$1.98

In Black, White and all Street and Evening Shades

72 inches wide—and of exquisite pure silk quality. Just at the time this net is in greatest demand for party dresses we announce this matchless bargain.

\$2.00 Dress Net \$1.19

42-Inch All-silk Quality Dress Net, as strong in reality as it is delicate in appearance. All the new evening shades.

Linen Torchon 15c

Scarce—yet offered below the prevailing price at King's Palace. Real Linen Torchon in edges, 2 to 5 inches wide. Many artistic new patterns.

Baby Flouncings 69c

A special price for these dainty embroidered flouncings, in the face of rising wholesale costs. Swiss grounds, delicately patterned, with set-on ruffles.

New Satin Hats

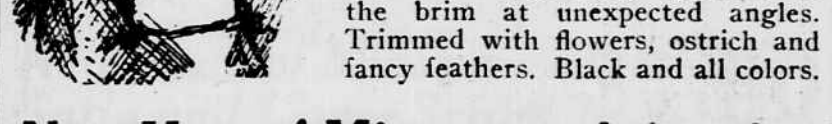
Satin and Straw Combinations, Georgette and Straw Combinations, All-straw Hats, Batavia Hats (imitation hair cloth).

\$5.00

FRESH, charming millinery that strikes the advance spring fashion notes for midwinter wear. Chiefly in the smart medium size models, including side rolls, continentals and those with saucy up-twists of the brim at unexpected angles. Trimmed with flowers, ostrich and fancy feathers. Black and all colors.

New Hats of Mirage \$7.50

The combination of the hour—hats that add fresh zest to the between-season ensemble. In black, navy and brown. Unique styles, trimmed with feathers, plain and glycerined ostrich, flowers and fruits.



Velvet Bags

At Unheard-of Low Prices

\$5.98 and \$6.98 \$3.98

300 Fine Velvet Handbags, not odds and ends, but in immense variety. Black and colors. Handsomely fitted and trimmed with tassels.

\$3.50 to \$4.98 \$2.98

Including Smart Strap Purses and Camera Shaped Bags of splendid quality in many effective styles.

\$6.98 Overnight \$4.98

Large Black Overnight Bags with 12-inch frames, fitted with purse and mirror. Handy for short trips.

Record Bargains in Needed Notions

Dragon Spool Cotton, 3 for 10c

Clark's Darning Cotton, 2 for 5c

5c Safety Pins, 2 papers for 5c

400-count Dressing Pins, 3 papers for 10c

Stay Tape Binding, white and black, No. 12 to 20, 8½c roll; No. 2 to 10, 5c roll

Lingerie Braid, white, pink and blue, 5-yard piece, 3c

5-yard length Embroidery Edging, 25c

3-yard length Stickered Braid, 6c

Lady Dainty Sew-on Hose Supporters, 15c

19c Corset Stays, 15c

25c Dress Shields, 19c

29c Sanitary Belts, 21c

29c Sanitary Aprons, 21c

Women's 72-inch Shoe Laces, pair, 8c

10c Assorted Hairpin Cabinets, 6c

5c Hairpins, 3 packages for 5c

65c to 79c Wool Slipper Socks, pair, 49c

25c Metal Shoe Trees, pair, 15c

10c Coat Hangers, 5 for 25c

8c Sewing Machine Needles, all makes, 2 in package, 5c

16c Wooden Shoe Trees, 2 pairs for 15c

Eureka Serviette Sanitary Napkins, 1 dozen in box, 75c; ½ doz., 39c

Handkerchiefs, 12½c
Women's 15c and 18c Handkerchiefs, with white and colored embroidered corners.

Men's Handkerchiefs, 18c
Soft-finished White Handkerchiefs, with embroidered initials, 2 for 25c.

25c Mavis Talcum Powder, 18c

Toilet Soap, 59c Dozen
Lily of the Valley Delicately Scented Toilet Soap, worth 7c cake.

Wax Paper, 96 Sheets For 10c

Knitting Wool, 35c Ball
Fleisher's Four-fold, One-ounce Knitting Wool, in popular colors.

\$2.50 Umbrellas, \$1.98
Women's Reliable Umbrellas, with cord handles and paragon frames.

10c Hair Nets, 6 for 35c
Top and fringe styles in Human Hair Nets. All brown shades and black.

5c Toilet Paper
6 Rolls for 18c

\$1.98 Hot-Water Bottles, \$1.25
Two-quart Red Rubber Guaranteed Hot-water Bottles.

\$1.00 Neck Chains, 69c
Solid Gold Neck Chains with soldered links.

Lyon's Tooth Powder, 19c
10c Rit Dye Soap, 3 for 18c

Boys' Blouses, 79c
Well-made Percale, Gingham and Chambray Blouses, with collar and pocket. Strictly perfect. Sizes 6 to 15.

Boys' Hats, 98c
Table of actual \$1.50 Cloth, Velour and Velvet Hats, in all styles for large and small boys.

Curtain Chains, 10c
12c 54-inch Brass Extension Rods with fixtures.

Curtain Poles, 15c
4-foot White Enamelled Poles with fixtures.

Window Shades, 79c
\$1.25 Holland-finished Shades, in white and dark green. Slightly imperfect. Perfect rollers.

Hemmed Diapers, \$3.25 Dozen
27-inch White Flannelette Diaper Cloths, worth \$4.00.

Apron Gingham, 25c
Fast Color Blue Checked Gingham of standard quality.

Baby Blankets, 39c
500 22x40 fancy flake pattern Baby Blankets, worth 75c.

\$1.50 Baby Blankets, \$1.00
Extra large Baby Blankets, in pink and blue block patterns.

Toweling, 19c Yard
Heavy quality White Huck Toweling, regularly 25c yard.

Table Pads, \$1.98
\$4.00 White Felt Table Pads, size 22½x34 yards. Unhemmed.

Corset Covers, 45c
Women's Muslin Covers, in various trimmings of lace, embroidery and ribbon.

Children's Sleepers, 69c
Warm Flannelette Sleepers, made with feet—Second Floor.

R & G Corsets, \$1.19
Two styles in black and flesh, with four hose supporters. Sizes 20 to 28.

Wool Flannel, 98c Yard
Embroidered Wool Flannel, with wide scalloped and hemstitched borders. Today's price \$1.50 yard.

\$1.75 Hair Switches, \$1.59
100 on 10's 3-line-one Wave Switches, in all shades.

Baby Yokes, 21c
Dainty embroidered yokes with finished necks.

Val Laces, 5c
Prize new Vals in edges and insertions. Round and diamond mesh.

Women's Hose, 19c
Medium weight Black Hose of serviceable quality; seconds of 25c kind.

Lisle Hose, 39c
Women's excellent quality Lisle Hose, in white and black.

Boy Scout Gantlets, 79c
Warm, durable Leather Gantlets, trimmed with fleece and fleece-lined.

Cashmerette Gloves, 29c
Women's Fleece Cashmerette Gloves, in black and gray.

Fiber Silk Hose, 55c
Women's Black Fiber Silk Hose with garter top. Seconds of \$1.00 grade.

Women's Gloves, 50c
Chamoissee Lisle Gloves, in black, white and chambray color.

Super-Chamoissee Gloves, 59c
Women's Fleece-lined Gloves, in black only. Ideal for winter.

Men's Work Shirts, \$1.19
\$1.50 heavy blue Amoskeag Shirts, 26 inches long. Collar and pocket.

Men's Socks, 14c
Medium-weight Socks for good service. Black, white, gray and tan.

Boys' Unionalls, \$1.49
\$2.00 Lee Unionalls, great play garments for little fellows. One piece, just like men's Unionalls. Blue stripes and khaki. Sizes 2 to 6.